

**Exam Code:** ec0-232

**Exam Name:** e-commerce architect

**Vendor:** EC-Council

**Version:** DEMO

## **Part: A**

1: What does the term "banner blindness" refer to?

- A.The growing trend of adding interactivity to banner advertisements to increase their visibility.
- B.The anonymous tracking of banner impressions and browsing behaviors across multiple sites.
- C.The refusal of companies to acknowledge banner advertising as a valuable advertising medium.
- D.The growing trend of visitors completely ignoring banner advertisements.

**Correct Answers: D**

2: Which of the following methods would not be as effective (defined as users/dollar) for a vertical B2B site?

- A.Television advertisements
- B.Individual contact
- C.Trade journals
- D.Affiliation services

**Correct Answers: A**

3: Among the usages and advantages of the Internet for business use are:

- A.Marketing and selling products and services.
- B.Promoting a paper-free environment.
- C.Efficiency and unequaled cost-effectiveness.
- D.All of the above.

**Correct Answers: D**

4: Which of the following is the most serious strategic threat to traditional travel agents?

- A.Low prices
- B.Intelligent software agents
- C.Automated Services
- D.24 hour service

**Correct Answers: A**

5: Ethics is:

- A.Justice, equity, honesty, trustworthiness, and fairness.
- B.A subjective feeling of being innately right.
- C.An important issue in e-commerce.
- D.Being self centered.

**Correct Answers: A**

6: Company Abacusboss.com sells a variety of products on its Web site to the highest bidder. What type of business model are they using?

- A.Affiliate Marketing
- B.Online Auction
- C.Supply Chain improver
- D.Name your price

**Correct Answers: B**

7: Which of the following is an example of edutainment?

- A. Combining a popular video game with geographic information.
- B. Combining a popular movie with a video game.
- C. Basing a learning game on the theme of a popular movie.
- D. Basing a learning game on the theme of a popular video game.

**Correct Answers: A**

8: What is a benefit of Frequently Asked Questions (FAQ)?

- A. Allows the customer to quickly find answers to questions.
- B. The answers can change dynamically based on the questions.
- C. The merchant is able to avoid questions by answering common ones up front.
- D. The merchant is able to answer questions at a lower cost.

**Correct Answers: A**

9: Which of the following is not an electronic activity in government?

- A. Government-to-school transactions
- B. Government-to-government transactions
- C. Government-to-business transactions
- D. Government-to-citizen transactions

**Correct Answers: A**

10: What are the four steps of developing and managing an e-infrastructure?

- A. 1. Electronic Commerce strategy formulation
- 2. Application design
- 3. Building or buying the application
- 4. Hosting/operating and maintaining the Electronic Commerce.
- B. 1. Electronic Commerce strategy formulation
- 2. Building or buying the application
- 3. Hosting/operating and maintaining the Electronic Commerce.
- C. 1. Electronic Commerce strategy formulation
- 2. Building or buying the application
- 3. Hosting the Electronic Commerce.
- D. 1. Electronic Commerce strategy formulation
- 2. Application design
- 3. Building or buying the application
- 4. Hosting the Electronic Commerce.

**Correct Answers: A**

11: You're designing an E-Commerce Web site that sells to consumers. You need a unique identifier to assign to each visitor, so their activities can be tracked. Based on the above scenario, which one of the following choices is a secure and reliable way doing this?

- A. Keep their IP Address in the Web Server's memory.

- B.Put their email address in a cookie.
- C.Store their IP Address in a Database.
- D.Give them a cookie with a Unique ID, then store it in a database.

**Correct Answers: D**

12: Which of the following is a tangible benefit of SCM software integration?

- A.IT cost reduction
- B.Information visibility
- C.Standardization
- D.Customer responsiveness

**Correct Answers: A**

13: An employee is using the company's computers to do personal work. What type of ethical issue is involved?

- A.Privacy
- B.Accuracy
- C.Property
- D.Accessibility

**Correct Answers: C**

14: Brett's company is beginning an Electronic Commerce effort because his competitors are beginning to be successful at it. Which approach is Brett using to make his decision?

- A.Problem-driven
- B.Technology-driven
- C.Market-driven
- D.Fear-driven

**Correct Answers: C**

15: Measuring your customer's ease of learning and interacting with your site is a measure of:

- A.Pageviews
- B.Latency
- C.Hits
- D.Usability

**Correct Answers: D**